Apteco Technical Guide

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Apteco Integrations Pure360 Setup Guide

Helping you to get the most out of the Apteco Marketing Suite

Before You Begin

CAUTION

This guide details the steps required to integrate Apteco with a Broadcaster using an API; the configuration is in two parts:

1. Configuration in your broadcaster, this document.

2. The configuration of the Apteco Marketing Suite, which is covered in the online help

> 💡 You need to configure Pure360 before you perform the integration in Apteco, this document is an overview of the broadcaster setup process, it is not intended to be an in-depth broadcaster setup document, please see the documentation provided by Pure360

Note:

We take care to keep the information up to date. There may be changes to the broadcaster's API not reflected here. If in doubt, contact your support department or the broadcaster for more information.
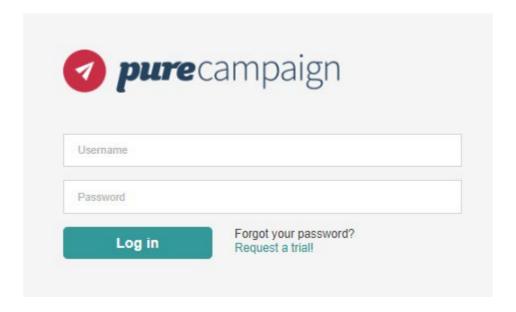
Useful to have before you start:

- The Variables or Virtual Variables in FastStats to map to broadcast fields
- The Pure360 UI URL **Username**, **Password** and **PIN** to log in to your broadcaster
- The Pure360 **Message** name (available from the Pure360 UI)
- The Pure360 API Username and Password

💡 Ensure the Encoding is **UTF8** and **List Language Code** is set to **en_GB.UTF-8**

Pure360 Configuration

If you wish to automatically broadcast the list to a message either from Apteco, you need to create a within Pure360.
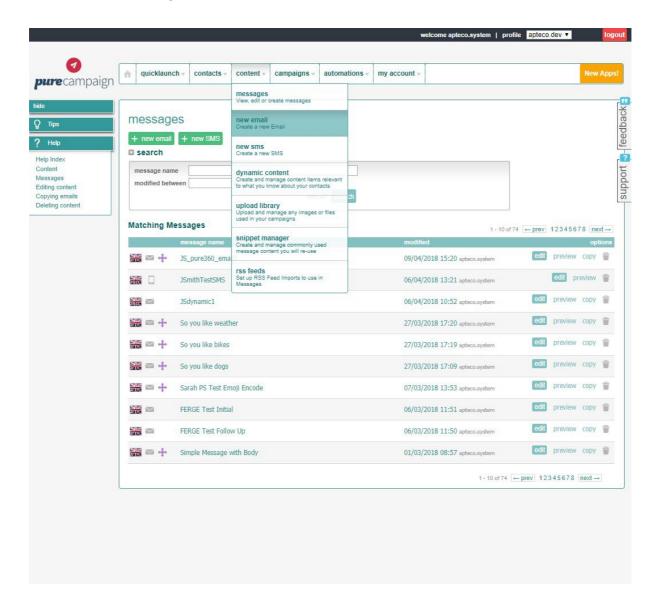

Creating a new Message in Pure360

Use the email editor to create a message and save it, noting the message name.

Note:

- From: **content** go to *new email*

The Mailing Settings & Content dialogue opens
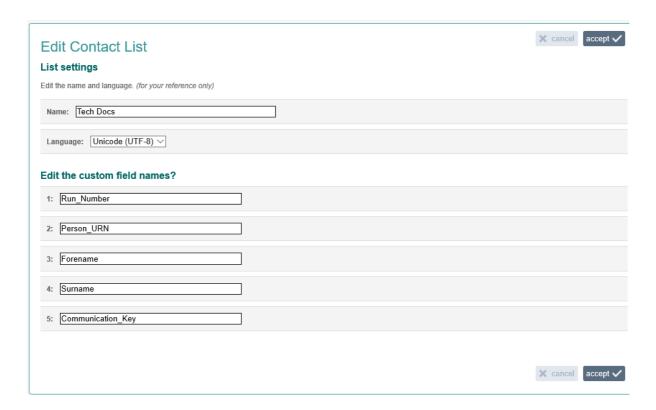
- Enter a **Message name** for the message and complete the rest of the settings as appropriate:
    - Message Settings ensure you select Unicode (UTF-8)
    - Subject Line (dynamic content can be used e.g. "Welcome to Summer
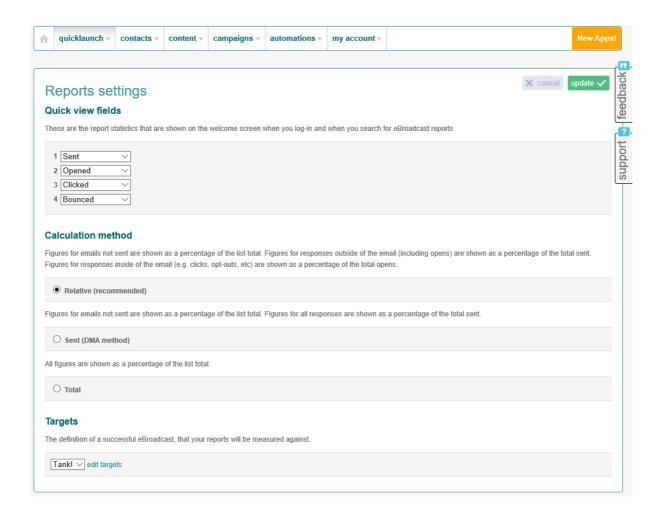
%%First Name%%", you will need to configure the Contacts first

- Message content
- Set the tracking and analytis settings
- Preview and test your message

To create a list send a test broadcast to Pure360 from PeopleStage and enter a List Name to use

- Report Settings

- In order receive response information from Pure360, you need to configure your Targets

Targets   ✕ cancel   ✛ add new target   update ✓

✅ Tank!

| | | Low [Importance] High | | | | | |
Action	Ignore	1	2	3	4	5	Target
✛ Unique Opens	○	○	○	◉	○	○	18%
✛ Repeat Opens	◉	○	○	○	○	○	0%
⊖ Not Opened	◉	○	○	○	○	○	0%
✛ Unique Clicked	○	○	○	◉	○	○	17%
✛ Repeat Clicked	◉	○	○	○	○	○	0%
⊖ Not Clicked	◉	○	○	○	○	○	0%
⊖ Bounced	◉	○	○	○	○	○	0%
⊖ Soft Bounced	◉	○	○	○	○	○	0%
⊖ Blocked	◉	○	○	○	○	○	0%
✛ Replied	◉	○	○	○	○	○	0%
✛ Auto Replied	◉	○	○	○	○	○	0%
✛ Send To Friends	◉	○	○	○	○	○	0%
⊖ Unsubscribes	○	○	○	◉	○	○	2%

✕ cancel   ✛ add new target   update ✓